



**COLLEGE RADIO  
CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

June 1st, 1954

Miss Camilla Davis  
Smith College  
Radio Station WCSR  
Northampton, Massachusetts

Dear Miss Davis:

This will confirm to you my statement made to you at our recent meeting that, should WCSR enter into our standard station representation agreement, College Radio Corporation would welcome the opportunity to discuss solicitation of regional advertising accounts for your station with any individual you may recommend, who may feel interested and qualified to carry on such solicitation.

Of course we would have to reserve for ourselves the right of approval of each regional account to be approached, to insure that there was no conflict with the sales solicitations of our own salesmen.

It was a pleasure to have the opportunity of meeting you in person, and I hope you will call on us again when you are next in New York.

Best wishes for a pleasant summer!

Cordially,

Robert R. Vance, Jr.  
COLLEGE RADIO CORPORATION

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COLLEGE RADIO  
CORPORATION

100 WEST 42ND STREET - NEW YORK 36, N.Y. - LITTON-CHANDLER BUILDING

June 15, 1954

Miss Lillian Davis  
Salem College  
Radio Station WCC  
Wilmington, Delaware  
Dear Miss Davis:

This will come to you by registered mail to you at our  
recent meeting, and I am sure that our station representative  
organization, College Radio Corporation, will welcome the opportunity  
to discuss with you the various problems of your station and the  
possibilities of your station, and we will be glad to discuss  
any problem you may have.

Of course we would have to reserve for ourselves the right  
of an hour of each regional account to be approached, so that we  
there was no conflict with the sales representatives of our own station.

It was a pleasure to have the opportunity of meeting you  
in person, and I hope you will call on us again when you are next  
in New York.

Best wishes for a pleasant trip!

Sincerely,

WILLIAM J. LITTON  
COLLEGE RADIO CORPORATION

WJL